

Printed Postage Impressions (PPIs) – Understanding the Changes

This document is intended as a guide to help you decide which PPI you need to use for each service.

Please remember:

For Royal Mail Special Delivery Guaranteed™ items, if you generate your own PPI onto labels/envelopes you can use either the Standard 1st Class PPI with the 'Delivered by Royal Mail' mark or the relevant Special Delivery Guaranteed™ PPI with 9am or 1pm service on depending which service you are using.

If you are using **handstamps** you can continue to use the Standard 1st Class PPI with the 'Delivered by Royal Mail' mark.

If you are a **COSS** (Customer Own System Solution) or **DMO** (Despatch Manager Online) customer, you will be using the Special Delivery Guaranteed™ PPI with the 'Delivered by Royal Mail' mark only.

All PPI indicia designs are accessible from the PPI page on our website www.royalmail.com/ppi or you can produce your own PPI at www.royalmail.com/produce-ppi

Please note that bilingual (Welsh/English) PPI designs are also available.

PPI designs now contain three elements when using Royal Mail 24/48 (including Royal Mail 24 and 48 with Royal Mail Signed For™), Royal Mail Tracked® 24/48 and Special Delivery Guaranteed™ by 9am or 1pm services.

The service graphic box, the 'Delivered by Royal Mail' mark and the delivery speed indicator.



Generally, you should use all three components of the PPI (the service graphic box, the 'Delivered by Royal Mail' mark and the delivery speed indicator) together.

On parcels, if space is limited, you may separate the 'Delivered by Royal Mail' mark from the other components of the PPI to create a two element PPI, but all three components must appear on the packaging or label to addresses in the UK.

Both versions, i.e. the two element PPI and the three element are available to download at www.royalmail.com/ppi

Grace period for PPIs

The **new PPIs** must be used from **6th July 2013** with exception of **Royal Mail Tracked Returns™** which must be used from **9th November 2013**.

Examples of Printed Postage Impressions (PPI) designs

Please note that bilingual (Welsh/English) PPI designs are also available

Standard Royal Mail PPIs

First Class



2nd Class



Economy



Royal Mail 24 & 48



Royal Mail 24 and 48 with Royal Mail Signed For™



Royal Mail Special Delivery Guaranteed™

If you print your PPI onto labels or envelopes, you can use any of the PPIs shown below.



If you are a **COSS** (Customer Own System Solution) or **DMO** (Despatch Manager Online) customer, you will only be using the Special Delivery Guaranteed™ PPI with the 'Delivered by Royal Mail' mark on.

If you use **handstamps**, you can continue to use the Standard 1st Class PPI with the 'Delivered by Royal Mail' mark on.

Royal Mail Tracked®

Signature



Non signature tracked service



Royal Mail Tracked Returns™ 24 and 48



Your easy to use guide to Printed Postage Impressions (PPIs)

Inland

Service	Delivery speed indicator	'Delivered by Royal Mail' mark	Service Graphic Box	Example (More examples can be found within the guide)
1st Class and 2nd Class account mail (including parcels)	Standard PPI (1 st or 2 nd Class)	✓	✗	 1 st  2 nd  Economy
Business Mail	Standard PPI (1 st , 2 nd Class or Economy)	✓	✗	
Publishing Mail	Standard PPI (1 st or 2 nd Class)	✓	✗	
Advertising Mail	Standard PPI (1 st , 2 nd Class or Economy)	✓	✗	
Royal Mail 24 and 48 services	24 and 48 PPI	✓	✓	 
Royal Mail 24 and 48 Signed For™ services	Royal Mail 24 and Royal Mail 48 Signed For™ PPI	✓	✓	 
Royal Mail Special Delivery Guaranteed™	Royal Mail Special Delivery Guaranteed™ by 9am or 1pm PPI	✓	✓	 
	If using a handstamp or generating PPI onto envelopes/labels, then the Standard 1 st Class PPI can be used	✓	✗	
Royal Mail Tracked® 24 and 48	Royal Mail Tracked® 24 or 48 PPI	✓	✓	 
Royal Mail Tracked Returns™ 24 and 48	Royal Mail Tracked Returns™ 24 or 48 PPI	✗	✗	

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International

Service	Delivery speed indicator	'Delivered by' mark	Service Graphic Box	Example (More examples, can be found in the guide)
International Contract Services	Standard PPI (1 st , 2 nd Class or Economy) Remember for items sent via the Priority speed 'Airmail / Par Avion' indicia will need to be applied	Optional	X	 Delivered by  1 ROYAL MAIL POSTAGE PAID GB SOUTHAMPTON 2500 Delivered by  2 ROYAL MAIL POSTAGE PAID GB SOUTHAMPTON 2500 Delivered by  m ROYAL MAIL POSTAGE PAID GB SOUTHAMPTON 2500
International Airmail	Standard PPI (1 st Class only) Remember an 'Airmail/Par Avion' indicia will need to be applied	Optional	X	 Delivered by  1 ROYAL MAIL POSTAGE PAID GB SOUTHAMPTON 2500
International Surface mail	Standard PPI (1st Class only) Remember to mark the item 'SURFACE MAIL' in the top left hand corner	Optional	X	 Delivered by  1 ROYAL MAIL POSTAGE PAID GB SOUTHAMPTON 2500

